



Community Papers of Michigan

INFORMER

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OUR DATA
SPEAKS VOLUMES



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Member News

View Newspaper Group Acquires Tri-County Times - By Emily Caswell

View Newspaper Group has acquired the award-winning Tri-County Times in Fenton, Mich. The sale was completed Jan. 1.

Founded in 2003 by Rick Burrough, View Newspaper Group includes 17 community newspapers and a staff totaling 95, covering Lapeer, Sanilac, Huron, Saginaw, Shiawassee, Genesee, Oakland and Livingston counties.

“We’ve known and worked with the Rockman family for many years,” Burrough said. “When it came time for them to sell the paper, they sought us out knowing of our success in the community newspaper business and our reputation for treating stakeholders with fairness and respect. We have committed to maintain the Tri-County Times office in Fenton.”

The Times has been published continuously since founder Rick Rockman, Sr. started his own newspaper in 1955.

“My brother Rick and I are both very excited that the Times has been acquired by the best media group in the Midwest,” said Tri-County Times co-owner and publisher Craig Rockman.

View Newspaper Group will now have



View Newspaper Group Publisher Wes Smith stands with Tri-County Times General Manager Jennifer Ward at Michigan Web Press in Davisburg. The Times was acquired from the Rockman family and is now part of the View Newspaper Group effective Jan. 1. Photo by: Tim Jagielo

more than 270,000 copies in print each week, including the 180-year-old County Press in Lapeer County.

The Tri-County Times website will remain at www.myfenton.com. View Newspaper Group’s mobile-friendly website is at www.mihomepaper.com.

“The addition of the Tri-County Times to our group is exciting on many levels,” said Wes Smith, View Newspaper Group publisher. “It’s further proof that community newspapers matter; we now

offer a broader reach to our clients; it brings together two talented teams of newspaper professionals; and it means our brand department, which among other tasks creates signature events, will work with the Times team to create events for the Fenton, Holly and Linden area.”

View Newspaper Group papers are printed by its sister company Michigan Web Press in Davisburg. Founded in 1979, commercial web printing company Michigan Web Press was acquired by Burrough in 1999.



By Bob Berting
Berting Communications



Questions of Publisher Interest

“What Makes A Good Ad?”

Since we have a viewing audience of quick glancers, we have to constantly think about the look of our ads. People are bombarded with hundreds of messages each day, so when they see an ad, they must be instantly attracted to it. Obviously the heading of an ad is extremely important and studies reveal it could be 80% of the ads effectiveness. An ad campaign should have a well planned strategy of creative and provocative headings that will constantly draw the reader back to the ad every week.

Headings are part of a pattern of telling the story of the business. The popular Z scanning format is very effective. The ad is designed so as the eye enters the upper left quadrant of the ad. It is pulled across the top of the ad with a small logo followed by the heading. The eye is then pulled down through the ad at an angle from upper right to lower left by placing various elements to accomplish the scanning effect. The eye is then pulled across the bottom of the ad, starting from the left with the location map, credit card logos, hours of operation—then seeing a

large logo with address, phone number, e-mail address, and website info—before exiting the ad bottom right.

“How do our salespeople get control with the customer?”

Many times, certain types of know-it-all customers will want to dominate the ad planning sessions. They feel they know a lot more than your salespeople, and this is where your people need to have the training to assure they will be assertive and more knowledgeable in the communication with their customers. What’s important is the salesperson’s attitude before he or she goes in to call on the customer. First, they must not get into a comfortable rut, thinking they are on a beat or route each week, seeing customers on a production line basis, as this will put different types of advertisers all on the same level of contact. Working with hard to please customers will make your training more meaningful and make your salespeople adjust to different personalities.

Second, the key words in customer contact are programs, packages, plans, and campaigns, not individual ads, one

at a time. The strategy of “telling the story of your business” is very effective and will get most customers in a better mood to listen to their salespeople. Part of this strategy is to have the customer give all the reasons why consumers shop their business. These reasons can be transformed into the headings of an effective ad campaign. For example, 13 reasons can be the headings for a 13 week campaign, which can be tied into a 13 week contact program nicely.

Bob Berting, Newspaper Marketing Consultant, is offering his new e-book for the newspaper industry “Power Selling Tools For The Advertising Sales Consultant”. The new e-book has valuable content for both the beginning and experienced advertising salesperson. Bob has 2 previous e-books for the newspaper industry: “Dynamic Sales and Image Power” and “Advanced Selling Skills For The Advertising Sales Pro”. Go to Bob’s website www.bobberting.com to order any one or bundle of 2 or all 3 books Bob Berting is a professional speaker, advertising sales trainer, publisher marketing consultant, and columnist in many national and regional newspaper trade association publications. He is President of Berting Communications, 6330 Woburn Drive, Indianapolis, IN 46250. 317-849-5408



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Share Local "Good News"

Our regional newspaper, The N'West Iowa REVIEW, is delivered to over 6,000 families in four counties every Saturday morning. We selected Saturday when my wife and I founded the paper in 1972. Saturday delivery sets The REVIEW apart from the 15 other weekly newspapers and six shoppers that come out midweek.

Saturday delivery also allows us to include a huge sports section featuring photos and stories covering all the Friday night games played at the 17 high schools in our distribution area.

I never have to wait long to learn what our subscriber base is thinking about that week's edition. I hear both good and bad comments the next morning at church. And what I've learned is my readers, before all else, want complete coverage of all the local news and sports updates. But more than that, they want to read good news. They want to read and file away in their memory, the human-interest stories we're able to share about individuals who live and make a difference in our area.

Years ago, not long after we established The REVIEW, our hometown's middle school was totally destroyed in a massive fire. Our local competitor, the Sibley Gazette-Tribune, had already printed for the week so we had the first shot at the story. Additionally, our son Jeff, who was already taking most of our photos, was attending high school just

blocks away, and was able skip out to capture photos of every stage of the fire. We were able to print multiple pages of interesting stories and exciting pictures. The same month we also printed another front-page story about a local gas station owner, Rod Galbraith, who discovered a tiny abandoned dog huddled at the station's door one morning.

Rod welcomed the dog into the station and gave her a home and a makeshift bed placed safely under his front counter. He named the little puppy Welfare for obvious reasons. Later, Rod discovered the dog was pregnant. Within weeks he had four cute little mongrel puppies also depending on him for food and care. Eventually it came time to find each puppy a home. But even then, the story concluded, Galbraith made sure those taking the pups were committed to giving them love and proper care.

But here is what amazes me about these two stories. I've heard many more comments about the Welfare story than I ever have about our multi-page, breaking coverage of the fire. Readers love stories about good things that happen. We experienced the same reaction to a recent story we published about a newborn baby left one winter night, years ago, on the front steps of a pastor's home in a nearby town. We never published that story. We would have if we'd known about it. But we did

publish the "rest of the story" late last month when the now full-grown man and caring pastor were able to reunite. It was the only story that week that anyone wanted to talk to me about at church that Sunday. It was the kind of story that unites a community and in this case a region. (Continued on page 5.)

Favorite Photos THE N'WEST IOWA REVIEW SATURDAY, DECEMBER 20, 2013
Appel expected on 'Obamacare' ruling
Archer council to null ambulance
Boy 1-2 hours old when found
save an infant's life more than 20 years ago
Sioux Falls couple killed in airplane crash
CAN'T WAIT TO FEEL BETTER? WALK INTO THE URGENT CARE CLINIC

Share Local “Good News”

Continued from page 4

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

CONVENIENCE STORES

There weren't any supermarkets in my town, the largest in South Dakota, when I grew up. Instead, everyone shopped a nearby tiny neighborhood grocery with a meat case, limited fresh produce, lots of canned goods and a penny candy counter. The owners knew you by name, usually allowed customers to “charge” their purchases until the end of the month and often delivered. Since the penny candy selection was endless, those stores were the first stop for any kid with a nickel in his pocket. Then Piggly Wiggly came to town along with other regional and national food chains. And with them came the end of the neighborhood grocery. But things always come full circle. Today we still have the supermarkets, bigger and more accommodating than ever. But we now also have convenience stores. Those neighborhood providers of everything from gas to bread and milk to pizzas and sub sandwiches offer most everything once sought at neighborhood groceries. You can even charge your purchase (on your credit card) and some convenience stores even deliver snacks and meals to your home.

TO DO AND NOT DO

Everything eventually repeats itself in a different but still recognizable form. That will be true of community papers that recognize what they must do and not do to make it in a much more competitive market.

1. Local papers must provide their readers with the news that might

affect and change, for good or bad, the many services city and county governments, the public schools and other governmental agencies might level on the community.

2. Beyond that, however, papers must share fun, positive, uplifting stories that make readers excited about where they live, work and play.

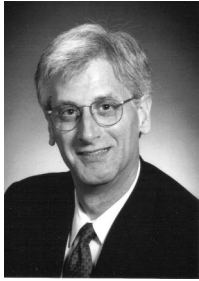
3. Community papers must also be the leaders in promoting their towns. Local traditions and annual events created to bring “the people” together. The local chamber of commerce and other groups that once lead this charge have mostly stopped because of the lack of money and manpower. Still, those traditions and celebrations are often the glue that holds the community together.

4. Local newspapers and shoppers need to look back at the community papers published 50 to 60 years ago. Those hometown papers were the Facebook of their time, publishing quick notes about “who had dinner at who's house” and “who was entertaining whom for the week.” Names sell subscriptions and build readership. I once had a family subscribe to The REVIEW because we reported, in our stats, that their son had struck out three times. “The hometown paper didn't include his name in their story,” the mother commented.

5. Although most of even the largest newspapers admit it is impossible to make much money on their digital side, local papers need to offer combination print and digital opportunities and be the community leader in website and Facebook news delivery.

6. Community newspapers need to relearn the skillset of selling the value of their publication once again. Too many publications are letting business slip through their fingers because they don't correct the misleading information being shared by the sellers of internet advertising, cable tv, direct mail and the other “wonders” of today's competitive world. I am confident good community papers will exist long into the future. But only in those cases when the publisher is willing to change how he or she responds to the needs and desires of their readers and advertisers, provides greater customer services and fact-centered education and realizes that “nothing comes from doing nothing.” The future is bright, but those of us that believe in it are going to have to dig in and “tell our story” about how great we still are.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.



Ad-Libs

What Advertisers Care About

By John Foust
Raleigh, NC

Back in my ad agency days, I learned a big lesson about what to do – and what not to do – in a sales presentation.

I was sitting in the office of the owner of a construction business, ready to show him that I was the right person to handle his advertising account. I had been referred to him by a mutual acquaintance at a much larger ad agency, an agency that was pursuing only much larger accounts.

At that point in my young advertising career, my sales presentations consisted mostly of showing samples of my work and evaluating the state of a prospect's current ads. So I opened the portfolio book of ads I had created for other clients and proceeded to describe the strategy behind each ad. After a few pages, this prospect stopped me cold in my tracks. He said, "I don't care what you've done for other people. All I care about is what you can do for me."

All of us have experienced events that were turning points. Meeting our future spouse. Finding a new job. A conversation with a favorite teacher or coach.

WII-FM has been a sales cliché for years. It's an acronym for everyone's favorite radio station: "What's in it for me?" That acronym came to life for me that day – in a comment that became a turning point in the way I conducted business presentations. Of course, he was one hundred percent correct. Why in the world should he sit there and listen to me talking about me, when all he



cared about was himself and his business? Thank goodness, I was able to shift gears and ask about his business situation and his marketing goals. And thank goodness he threw caution to the wind and gave an assignment to me.

I'll always be grateful to that direct – but exceedingly wise – advertiser for teaching me an important lesson. As it turned out, the assignment was an audition. I handled his company's ad account for 24 years. Over time, I realized that he was not being intentionally rude that day. His philosophy was, "Give me the information I need to make a decision and do it quickly."

Sometimes I joke that his words should be posted in advertising departments: "I don't care what you've done for other people. All I care about is what you can do for me." That cuts right to the core of a sales presentation. It's not about the sales person or the sales person's product. It's about the customer.

There's nothing earthshakingly new about all of this. Every time a sales person prepares for an appointment, he should simply ask himself, "How can I make this presentation revolve around the prospect's needs?" And every time a sales person displays samples of ads, she should ask herself, "What's relevant about these ads? How can I relate the characteristics of these samples to the goals of this specific advertiser?"

Do these things and stay in step with your advertisers.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

A new year, a new start in defining, or re-defining our career path. Our jobs have changed, but the purpose remains pretty much the same. Let's take a look and maybe consider...

A New Start



Happy New Year! I'm always amazed at how fast a year goes by. My New Year's Resolutions always seem to be the same—1) not wait until the last minute; 2) have tons of topics on hand; and 3) know exactly what I want to say. What does that say about me?

Last March I decided to take the "plunge" and started to work in **Adobe Creative Cloud**. I no longer work in **Adobe CS 6**, but I still save an IDML file (InDesign Markup Language in case I need to "go back"). So far, so good, but with all the **Adobe** products at my disposal, I have yet to explore some of the more interesting programs—but stay tuned!

Most of the information I write about seems very repetitive—and it is. The more you do something, the easier it becomes, thereby making you more efficient. But as I pointed out, there are always things to learn, especially since the world of print advertising has expanded into so many new and varied forms!

If I've learned one thing from conferences, articles and experience, it's that there are so many variables... some folks just need tips on how to make their programs work with the older operating systems! Unfortunately, one size does not fit all, just as our advertiser's need their messages geared to their particular business or service. We do custom work.

Coming Attractions

Just like the movies, I'm highlighting a few topics for the coming months—just in case you can help me out with some of your ideas.

This past year we touched on the subject of including art or photos in ads, but there still are many different ways to work the photos or vector art into your designs. There are many on-line resources that provide photos, but which ones are right for the way that you work... and your budgets!

Typography can be an issue, organization of information in an ad, structure,... lots of lay-outs to explore as well!

**Best
Wishes
for a great
2019!**



THE PURPOSE OF OUR JOB

Advertise... A way to describe or call attention to a product, service, etc., in some medium in order to induce the public to buy it, use it, attend it, etc.

Advertising can persuade, and a graphic designer **helps in this process** of persuasion by developing a visual interpretation of the message. Let's see, we also need a **customer** who wants to advertise, a **salesperson** to convince the customer to use our publication, **staff** to check the accuracy of ads, a way to create the final pages, and finally to print, deliver and bill the advertising—not a solo endeavor!

It also means a lot of information must be passed on and understood by all. Instructions aren't always passed on as well as they could be and the messages get misinterpreted.

Where there is misunderstanding we need to develop ways to clearly understand each part of the process and the role of each person... sort of bridging the gap.

How does your publication handle this process, or do you also have some of the same problems in defining clear communications?

Clear, concise information makes a world of difference between sales and production. How has the technology changed this relationship? Or has it? Send your solutions... c'mon, inquiring minds want to know, so e-mail me at the address below.

Let's be clear

Here are the essentials in the development of effective advertising. Actually, this information should be considered at the very beginning of the design process. Use the following as a guide in developing and planning advertising strategy.

* **CREATE AN IDENTITY:** Design with a purpose — to support the message and enhance content. Ads with distinctive graphics (photos and/or line art or interesting type handling), layouts and copy experience greater readership—if they support the message.

* **USE A SIMPLE DESIGN LAYOUT:** Eye-dazzling ads may initially catch a reader's attention, but too many typefaces, graphics or decorative borders can turn attraction to distraction. Simple does not mean boring. The reader's eye should move in a logical sequence: headline or illustration to copy to price to the advertiser.

* **HAVE A DEFINITE FOCUS:** What are the most important items in the ad? Use text or graphics to emphasize your message.

* **DESIGN SHOULD BE UNIFIED:** The relationship of graphics and text should combine to create a clear and concise message.

* **FEATURE CONSUMER BENEFITS:** Who is the audience? Are they interested in price, status, time, etc? Once you have established your market focus, gear information to their needs.

* **AVOID CONGESTION:** Don't overcrowd the ad. Usually there's so much other visual stimulation and/or information that this may be a good chance to plan some breathing (white) space.

* **CONSIDER DETAILS:** At times you can tell the story by emphasizing a unique feature or defining the **most** appealing aspect of a product. Be careful of abbreviations. Not everyone knows what some abbreviations and acronyms stand for. You're better off to assume that people don't know what the abbreviation means and explain it whenever you can.

* **NAME THAT PRICE:** Reader's will often overestimate, or figure they can't afford the item when prices are omitted. Brand names also appeal to some readers.

* **BUY NOW:** Stimulate prompt action by urging the reader that this is a "limited time offer" or "this week only." If you have a coupon, make sure that the value will get the reader moving (10% doesn't cut it anymore). If you use mail-order coupons, be sure there's enough space for all the information to fit!

The above guidelines will become second nature and they will always be a part of your design process—without thinking about it.

Anyway, if you have an idea or any other concerns... send it along. Chances are if it's a concern to you, it's a concern to another organization too, even if it does seem minor.

Final Thoughts

Just thought you might want to know, this year's hotly anticipated Pantone's Color of the Year is **Living Coral** (Pantone 16-1546). "An animating and life-affirming coral hue with a golden undertone that energizes and enlivens with a softer edge." Their words, not mine!

"Vibrant, yet mellow Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment and embodies our desire for playful expression."

I'm still a big fan of last year's Color of the Year, Ultra Violet (Pantone 18-3838). I've always liked Pantone Purple (less blue), but I may rethink my color choice. Anyway, keep this little tidbit in mind when planning color work.

Keep on learning!

Until next month...



I was an art teacher and changed to a graphic design career in the '80s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2019



6 Steps to Perfect Ad Sales Prospecting with Ryan Dohrn, Ad Sales Coach from Brain Swell Media.

By Ryan Dohrn

President/Founder,
Brain Swell Media LLC

It's incredibly tough to get meetings with potential advertisers today. Everyone in sales knows this. So prospecting, and learning to do it well, is a critical component of ad sales training.

I've figured out six steps to perfect prospecting that work for me. Put these into practice, and watch for truly measurable results.

1.) Define the perfect prospect.

Do you have certain criteria you use before you put someone on your prospecting list? I've noticed in my coaching that a lot of sales reps are a bit random about who they include. To see results beyond random ones, come up with a list of 3-4 qualities of the perfect advertiser before you just put somebody on your list.

Defining the perfect prospect is really about using a test before you put a potential advertiser on your list. My test is, do they advertise currently or have they spent in the past? If the answer is yes, they're on the list. If it's no, I wouldn't necessarily NOT put them on my list, but they're not going to be at the top.

Keep this in mind: Prospects that already believe in advertising are easier to sell. If they're already running ads somewhere and they advertise digitally, they should be on the list.

Another consideration for who should be on your list are those companies that have a marketing director—because usually they do marketing.

One last tip in defining who should be on your list: Every prospect doesn't need to be a whale, or a massive client like GE. Whales are harder to close. Don't load your list with massive clients. It just doesn't make sense.

2.) Identify your call-to-close ratios—and make the perfect prospect list.

In order to create a really hot Top 10 or Top 20 list, you'll need to know how many prospects you need to get to goal. And it's all about your call-to-close ratio.

To calculate your call-to-close ratio, consider this. If your goal is \$10k, for instance, and your average deal is \$1k, then you'll need to close 10 deals to get to \$10k.

But unless you close 100%, you'll need to meet with more than 10 people to get your 10 deals. So basically, just double it. If your goal is \$10k and your average is \$1k per deal and your close ratio is about 50%, you'll need to meet with about 20 people to close 10 deals.

If your close ratio is 20% ... you'll need to meet with more people to get to your 10 deals.

So you want to create your perfect Top 10 or Top 20 list ... or you might need a Big 50 or a Hot 100.

3.) Create the perfect email.

Email is obviously a primary way sales reps reach out to people, but in ad sales training we're told that nobody wants to read our email.

The only way to cut through the clutter is to keep emails simple and relevant.

Perfect emails follow a three-and-three format. Three words in the subject line. Three sentences in the email.

Here's an example: Subject line, New Idea... email body: "Hi, Margaret. I noticed on your website that you just launched a new product. I've got a great way to help you with that. Time for a quick chat tomorrow at 2pm?" (Continued on page 9.)



6 Steps to Perfect Ad Sales Prospecting with Ryan Dohrn, Ad Sales Coach from Brain Swell Media.

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4.) Craft the perfect voicemail.

Once again, realize that practically nobody wants to listen to your voicemail. So be strategic. If you start out with your name, nobody will listen. You will be deleted.

In my media sales training I always stress to format your voicemail—30 seconds max—in three parts, something like this ...

- Say something you found online or on social media
- Give a success story
- Say why they should call or email you back

Here's an example. "Hi, John. I saw on your website that you're promoting the XYZ product. I have a business just like yours that's working with me now (might mention them by name) that is having great success. I really think this is worth your time, and I think I can save you a ton of money...."

5.) Cultivate the perfect time.

This is about reaching out to people at a time when they are able to reply.

I've found that the two best times to prospect are at 11 a.m. and 4 p.m. Because most people don't book meetings before lunch, and they don't book meetings before they go home.

Obviously, you might have a best time to call people based upon your business or your category. Every advertiser is different. Every territory is different. And every country is different.

6.) Find the perfect pattern.

The pattern of three works well here, too. You'll find that I refer to it time and again in ad sales training, and that's because the power of three works and it's well documented.

If I reach out to someone with an email or voicemail on Monday, I'm not going to call again on Tuesday or Wednesday. I'm going to reach out again on Thursday—three days later.

A colleague of mine refers to this frequency as "polite persistence." And using this pattern can increase your sales when you incorporate it into your ongoing ad sales training and development.

To sum up, new business prospecting is

critical to our success. Dedicate an hour every day to the media sales training process outlined here, and I think you'll find your sales life going to places you never dreamed possible.

NOTE: This topic is discussed in deep detail in Ryan's podcast. Listen at this link: <http://360adsales.com/ad-sales-training-podcast>

About the author: Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, Selling Backwards. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.

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Michael Angelo Caruso

Top 10 Excuses for Not Being Great



Everyone has the ability to be great. Tweet This
In fact, greatness is probably the most natural of all achievements. So why doesn't it happen for more of people? One popular theory is that people "get in their own way." Many people say that they don't receive enough encouragement.

Here are the top ten excuses for not being great, along with some quick advice on how to improve your game.

1. You don't know how.

Huh? You're kidding, right? You don't know how to do something? I have one word for you: Google.

Need a book? Your public library has thousands and you won't have to wait in line because most libraries are way underutilized. And books there are free! Need tutelage? Hire a coach.

Get good at accessing what you need to know. It's your ticket to greatness.

2. You don't know the right people.

Nearly anyone you need to know can be found on Twitter, Facebook, LinkedIn or YouTube. Start reaching out to folks.

It also wouldn't hurt to make yourself more available.

Most people on Facebook sign up about 165 friends and stop. The average person actually stops trying to be likable as he or she gets older. They say things like, "I am what I am and I'm not changing for anybody."

Become more psychologically attractive and you'll connect with people who can help you achieve greatness.

3. You don't have the money.

This is a math problem everyone can solve.

There are two major ways that you can have more money.

The first way is to reduce expenses. Create a strict budget and set aside a portion of your income. This will entail sacrifice, a lost art in a society that strongly identifies with comfort and instant gratification.

The second way to have more money is to find a job that pays more. This is also known as "leaving your comfort zone." Growth doesn't come from being in your comfort zone. It comes from being uncomfortable.

Would you like to double your income? Get a second job! If you really want the money, you'll do it.

One of the easiest ways to earn money is to sell information. Do this by creating a short "how-to" e-book. Type the how-to instructions into a Word document and save the document to a .pdf. Then sell the info product online and off. Sell ten e-books at \$10 each and you'll have an extra \$100.

Money is all around you. Go get it.

4. Someone else is already doing it.

Count on it. Someone, somewhere is already doing what you're doing. Work around them. Do it better or dramatically different. *(Continued on page 11.)*

Top 10 Excuses for Not Being Great

Continued from page 10

Which came first, Copyblogger or Pro Blogger? Groupon or Living Social? Dyson or Hoover? Yahoo or Hotmail?

You don't know? Don't worry; nobody does. Very few people will care if you're not "first to market" as long as what you're offering is unique and worthwhile.



5. You'll get to it later.

Maybe you will. But life introduces all sorts of distractions.

Face it, you're only going to get busier.

Now is the time to put "greatness" on your calendar.

Schedule it, then accomplish it. It's called "greatness" partly because it makes you feel great!

6. You're not ready for that level of success.

Success is a head game of sorts. If you're trying something new, how do you ever really know if you're truly "ready?" What does "ready" even

mean?

Stop making excuses and realize you'll enjoy life more when you're in a better place.

7. There are too many obstacles.

This is a terrible excuse for dodging greatness.

Heroes do things that others are unwilling or unable to do.

Most people who attain greatness are born into misfortune.

Or get beat up by bad guys. Or are betrayed by a best friend or have their hearts broken, or have a really bad accident.

If being a superhero was easy, everyone would do it.

8. You don't have a (good) website. Website, schmebsite.

A killer website can be useful for success and greatness. But if you don't have one, you have options. If your current crappy website needs a redesign, hire someone to redesign it.

Meanwhile, you can promote, brand, and even sell from a Facebook group page. Build a following with a monthly email that offers value. Write guest articles for

people that run popular websites.

Achieve greatness by helping people through affiliate marketing.



9. You're too tired.

Being tired all the time is not normal.

Good health is important and certainly makes it easier to be great. Sufficient rest is part of good health. If you need more sleep, go to bed earlier.

10. You're just not confident enough.

Okay, so maybe mommy and daddy didn't love you enough. It's time to get past that. Confidence is a learned behavior.

Listen to self-help programs and motivational messages. These total strangers will say things to you that your loved ones will not.

It sounds implausible, but if you listen often enough to the right people, you will begin to believe there is greatness in you. And you know what? There is!

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York. Contact Michael, Edison House, 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667



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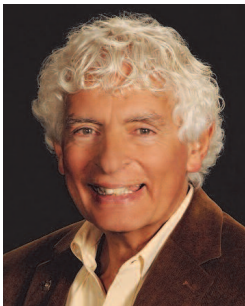
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